

Approved Audits/Applications Committee 10/30/08

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Convention & Events Marketing

Application Completed by: Jennifer Heintz

Approval Requested

☒ **Final**

☐ **Preliminary**

Need for the Project:

Tradeshows: Our goal is to create a clear, concise image of Great Falls as a destination when planning meetings, conventions, and to support the local recruitment efforts of lodging facilities, the City of Great Falls, and Great Falls CVB. Our objective is to collect qualified leads and to distribute them to the CVB committee. The Great Falls CVB has experienced success preparing bids, doing sales presentations, and landing substantial conventions. In order to be successful at these tradeshows the Great Falls CVB needs to purchase booth displays that will advertise Great Falls and our attractions. We would like to purchase 3 tradeshow vinyl banners and a shipping case to ship the banners safely to and from tradeshow venues. We will highlight attractions on these banners by using pictures of CM Russell Museum, Lewis and Clark Interpretive Center, Electric City Water Park, Convention space, Missouri River, Theatre, etc.

The Great Falls CVB is requesting the funds to purchase tradeshow banners and a shipping case come from Opportunity Marketing.

Objectives of Marketing Plan that support this project:

- 1) Increase the amount of Accommodation Tax collections in FY09 by 6%
- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY09 by 10%.
- 6) Attend at least two separate Convention and Event trade shows in FY09.
- 7) Bid and secure at least two events or conferences to be held in Great Falls with attendance for each over 500

Portions of Marketing Plan supporting this project:

FY09 Goals #1, #2, #3, #5

This project supports the following Strategic Plan Goals:

- #1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.
- #4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

Opportunity Marketing Budget:

Total \$15,000

Requesting the following funds from above Opportunity Marketing Budget:

Tradeshow Banners and Case \$1,000

**Great Falls Area Chamber of Commerce Convention & Visitors Bureau
Budget**

	State Tourism Funds		Other Funds		Total
3 Tradeshow Banners	\$750.00	+	\$0	=	\$750.00
Carrying Case for shipping	\$250.00	+	\$0	=	\$250.00
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1000.00		\$0		\$1000.00

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